

Voting for Target Populations for Intervention

South Side Network for Healthy Families and Babies

Tuesday, May 20, 2014



COLUMBUS
PUBLIC HEALTH

Introductions

- Name
- Organization (if affiliated)
- How are you connected to the South Side?
 - Residence
 - Work
 - Worship
 - Community service



Announcements

- Misprint in Chicago's demographic data
 - Program descriptions correct
 - Updated demographic data available
- New Moms2B location
- Greater Columbus Infant Mortality Task Force
- Safe Sleep Coordinator hired at Columbus Public Health
- July 15th Meeting- Special guests and presentation



PROGRESS REVIEW

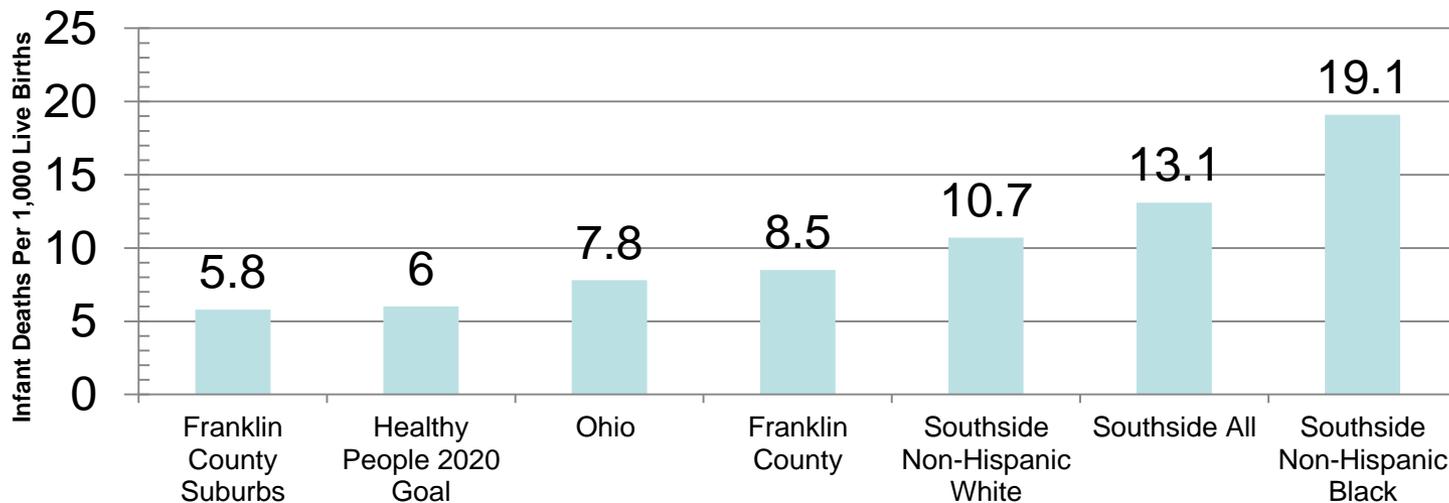


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We have...

- Identified the problem
 - Disparities in infant mortality rates AND bad birth outcomes



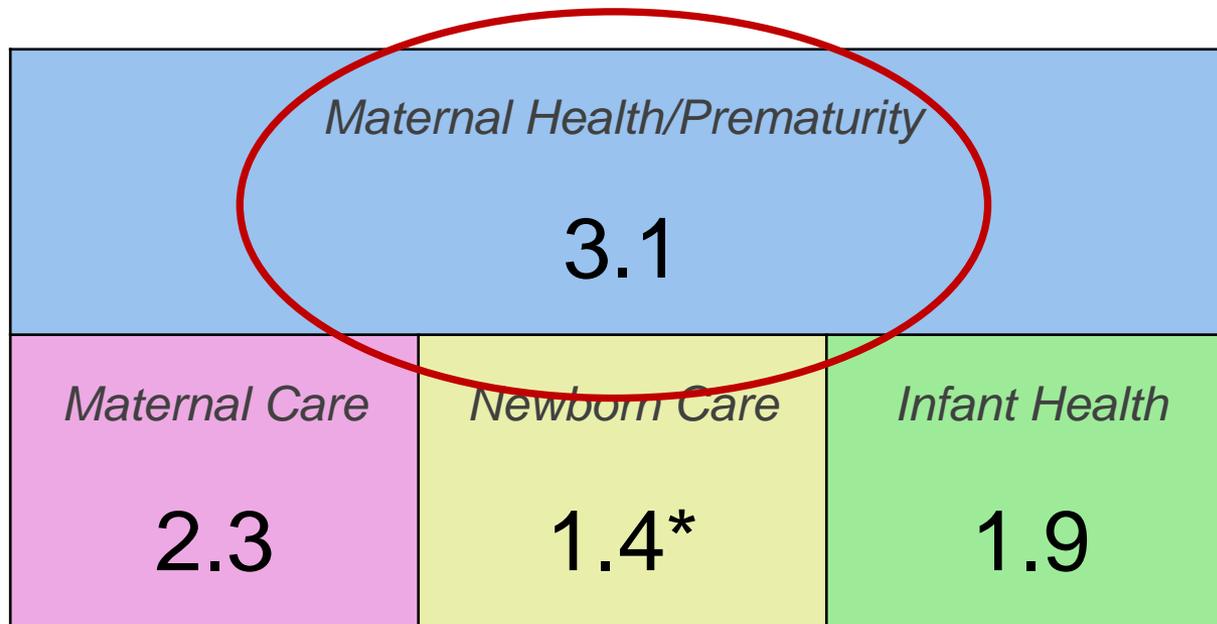
We have...

- Understood major causes
 - Life course perspective
 - Health of communities and women BEFORE conception
 - Social determinants of health
 - Health is more than biology and health care



We have...

- Picked strategic area based on PPOR



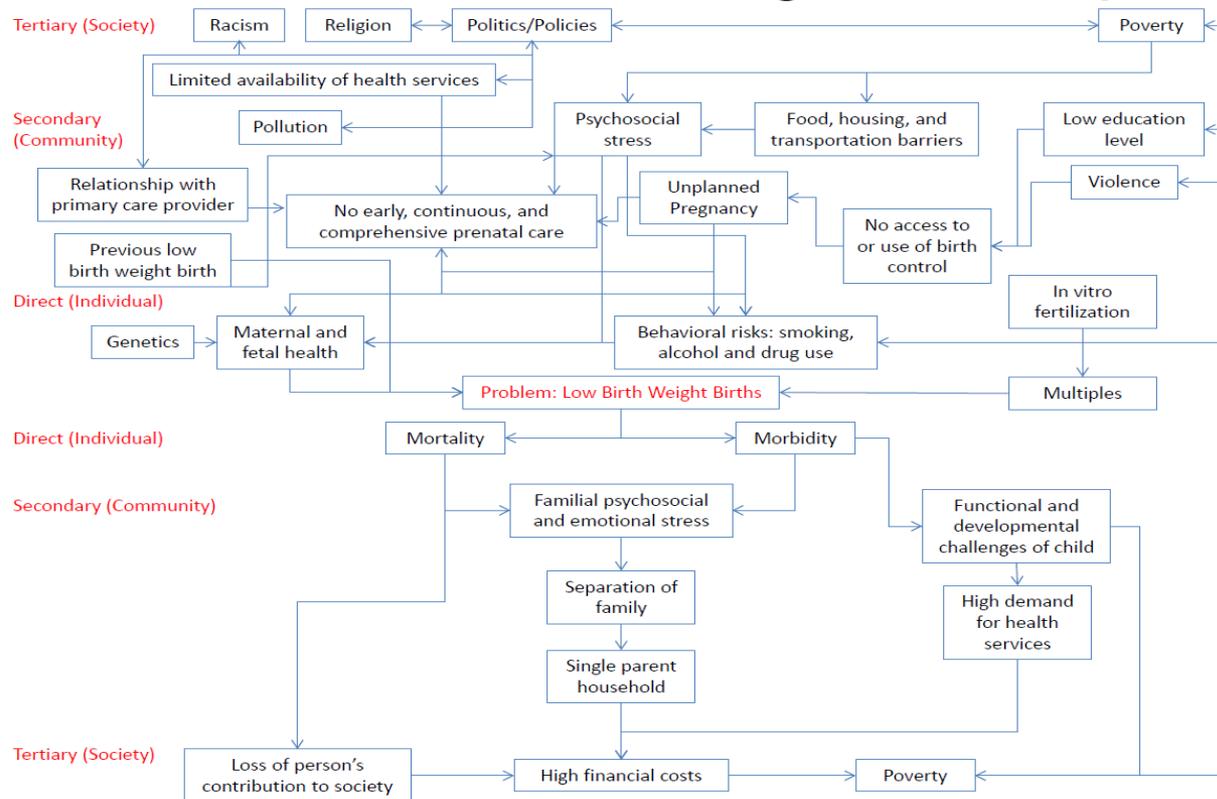
* Unreliable rate

2004-2009 Ohio Department of Health Vital Statistics Data Analyzed by Office of Epidemiology



We have...

- Harvested our own knowledge and experiences



We have...

- Used data to help *prioritize* targets for developing interventions

Risk Factor		South Side All		South Side Non-Hispanic Blacks
Multiple Births (Twins, Triplets, etc.)	1	19.0	2	17.0
Pregnancy Spacing (Less than 18 Months)	2	17.8	3	15.1
Unmarried	3	17.7		11.9
Less than High School Education	4	14.4	4	13.6
Tobacco Use		10.8	1	21.0
No Prenatal Care		8.1		7.2
Previous Preterm Birth		7.7		10.4
Teen Births (19 Years or Younger)		1.8		-3.1
Previous Poor Birth Outcome		1.8		0.8

Neighborhood Indicator	South Side	Franklin County
Safety/Physical Environment		
Violence (Homicides per 100,000 population)	19.0	14.4
Walk Score®	46.0	N/A
Food Imbalance	29.6%	23.9%
Housing		
Cost-burden	40.3%	35.4%
Vacancy Rate (per 1,000)	20.1	34.3
Median Household Value	\$104,400	\$155,200
Economics		
Unemployment Rate	13.5%	8.3%
Poverty Rate	23.7%	17.4%
Education		
Child Poverty Rate	42.1%	27.6%
3 rd Grade Reading Proficiency	64.3%	78.2%
Adults with Less than a High School Education	22.0%	10.7%
Adults with an Associates or Higher	21.4%	41.8%
Health		
Overweight or Obese	65.4%	59.1%
Life Expectancy at Birth (years)	72.2	77.5
Life Expectancy at Birth, Males (years)	69.3	74.9
Life Expectancy at Birth, Females (years)	75.1	79.8
Infant Mortality Rate (per 1,000 live births)	11.7	8.6
Low Birth Weight	11.8%	9.4%
Preterm Births	16.1%	13.3%
Teenage Mothers	5.8%	2.9%



We learned about what other cities are doing:

- Father involvement
- Mental health screening
- Nutrition education and weight management
- Teen sexual health and pregnancy prevention
- Family planning
- Financial literacy
- Social support during pregnancy
- Case management
- Health education
- Policy change
- Maternal stress prevention

and so much more!

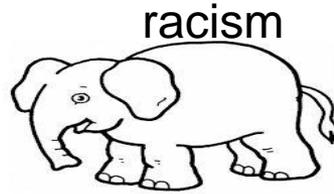


UPSTREAM VS DOWNSTREAM

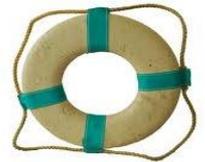


A Quick Review: Upstream vs Downstream

Upstream Strategies



Downstream Strategies



A Quick Review: Upstream vs Downstream

Upstream Strategies (Addressing Fundamental Causes)

Education, housing, labor, justice,
transportation, agriculture,
environment, etc.



**Downstream Strategies
(Addressing Consequences)**
Family Planning,
Maternal Stress
Prevention and
Management,
Tobacco Cessation,
Alcohol and other Drug Cessation,
Progesterone, Safe Sleep, etc.



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A Quick Review: Upstream vs Downstream

- Upstream
 - Systems-level change
 - Addresses social determinants of health
 - Will not show impact on infant mortality in shorter period of time
 - Teaches many in a systematic way before they are experiencing the respective personal crisis
- Downstream
 - Individual-level change
 - Alleviates negative consequences of social determinants of health
 - May show impact on infant mortality in shorter period of time
 - Teaches those experiencing the respective personal crisis



Now, we pick targets for interventions

One upstream, one downstream

- What is the target population?
- What is the risk factor we're trying to eliminate?
- What are we going to *do*?
- What *can't/shouldn't* we do?



What we're doing tonight:

- Learning more about interventions from our cities tour
- Voting on our target population and discuss possible interventions



Testing

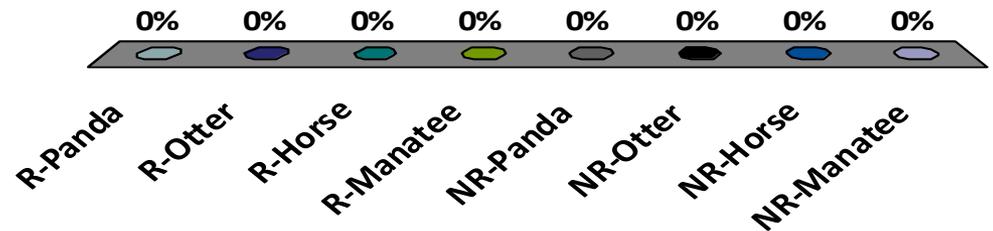
- **Residents** and **non-residents** have separate answer categories
- The last button you press is recorded as your answer
- Set your clicker to channel 41 if it's not on 41 already
 - Press “channel” (bottom left)
 - Press 4, then 1
 - Press channel again



Which animal do you like best?

- A. R-Panda
- B. R-Otter
- C. R-Horse
- D. R-Manatee

- E. NR-Panda
- F. NR-Otter
- G. NR-Horse
- H. NR-Manatee



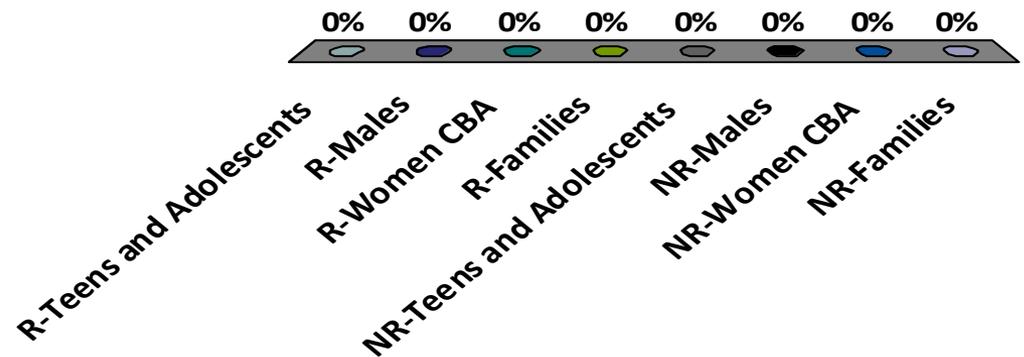
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Which target population do you want to work with for an **UPSTREAM** intervention?

- A. R-Teens and Adolescents
- B. R-Males
- C. R-Women CBA
- D. R-Families
- E. NR-Teens and Adolescents
- F. NR-Males
- G. NR-Women CBA
- H. NR-Families



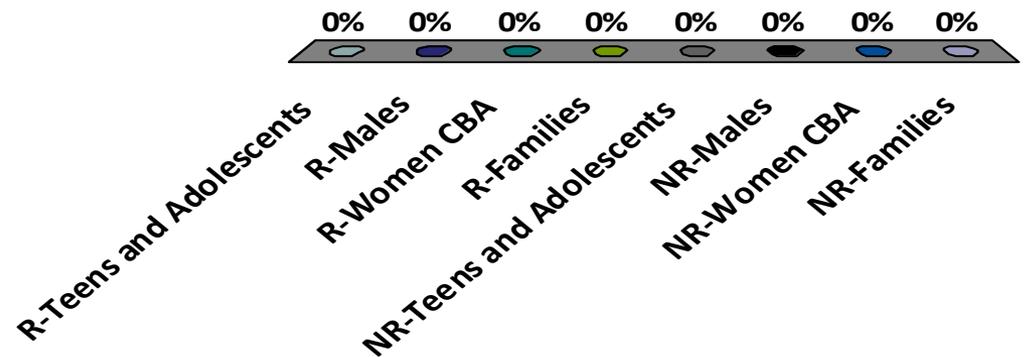
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Which target population do you want to work with for a **DOWNSTREAM** intervention?

- A. R-Teens and Adolescents
- B. R-Males
- C. R-Women CBA
- D. R-Families
- E. NR-Teens and Adolescents
- F. NR-Males
- G. NR-Women CBA
- H. NR-Families



Upstream Activities



Downstream Activities



Next Steps

